

Standards for Global Marking

Standards for
MCA Entities and
Threshold Program
Countries and Implementers

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MILLENNIUM
CHALLENGE CORPORATION

UNITED STATES OF AMERICA

Contents

Foreword	1
Authority	1
Standards for MCA Entities.....	3
MCA Logo Requirements and Approval.....	3
Creating a Visual Brand	4
How to Mark Compact Projects.....	6
Websites and Third-Party Websites.....	7
When MCA Entities Must Use MCC's Corporate Logo	7
Standards for Threshold Programs.....	9
Logo Requirements.....	9
Creating a Visual Brand	9
Exemption Requests	10
How to Mark Threshold Program Projects.....	10
Marking with Others.....	12
With U.S. Government Departments and Agencies	12
With Your Government	12
With Contractors.....	12
Contact Information.....	13
Clearance and Approval Process.....	13

Foreword

These standards provide Millennium Challenge Account (MCA) and Threshold Program countries and implementers with specific requirements for creating and using the Millennium Challenge Corporation (MCC) corporate logo, MCA logos and markings associated with Threshold Program assistance.

All MCA entities managing the branding and marking of assistance provided by MCC must consistently communicate two key messages to public audiences in their countries:

- ★ MCC assistance is a partnership for poverty reduction with countries committed to improving the lives of their citizens; and
- ★ This is a grant made possible through the generosity of the people of the United States of America.

MCC reserves the right to revise, update and change these standards as necessary. Please refer to MCC's branding website, <http://www.mcc.gov/branding>, to access:

- ★ The most recent version of these standards and other materials;
- ★ An e-mail listserv to receive updates and information about best practices; and
- ★ Downloadable, high-resolution MCC corporate logos in multiple file formats.

Authority

MCC compact and Threshold Program legal agreements require compliance with these standards and provide guidance on how these standards must be applied.

Standards for MCA Entities

These standards provide instructions to MCA entities about how to carry out the following actions:

- ★ Create a graphic logo and develop a visual brand to promote MCA compact projects and MCA entities' collaboration with the people of the United States of America (See "MCA Logo Requirements and Approval" on page 3 and "Creating a Visual Brand" on page 4 for more information);
- ★ Mark all compact projects (See "How to Mark Compact Projects" on page 6 for more information);
- ★ Mark public communications and public documents (See "Branding and Marking Manual" on page 4 for more information); and
- ★ Use MCC's corporate logo on signage (See "When MCA Entities Must Use MCC's Corporate Logo" on page 7 for more information).

MCA Logo Requirements and Approval

Requirements

MCA entity logos must use the MCC-MCA Partnership Overlay Graphic illustrated below. The Overlay Graphic includes the following elements:

1. A black, exterior circle;
2. The phrase "Millennium Challenge Account";
3. The compact country's name most commonly recognized by its citizens;
4. The U.S. flag, appearing on the right; and
5. The compact country's flag, appearing on the left.
6. The logo must include an additional symbol or symbols easily recognized by the compact country's population representing the programs, activities, mission, or values of the compact and must appear inside the white circular area.
7. This requirement does not apply retroactively to MCA entities with existing logos, except for countries entering into subsequent compacts, as outlined below. MCA logos must not be used prior to compact signing. MCA entities must have logos completed and approved prior to compact signing;



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The MCC-MCA Partnership Overlay Graphic will be provided by MCC to MCA entities as a vector graphic file in either Adobe Illustrator (.ai) or Encapsulated Postscript (.eps) file formats.

Countries with Subsequent Compacts

Countries that are eligible for subsequent compacts must meet the above logo standards at the time the subsequent compact is signed, unless otherwise waived by MCC.

Approval and Exemption Requests

MCA entities must submit logos for approval by MCC prior to finalizing and using the logos. MCC will review logos for compliance with these standards. Upon approval, MCC will transmit a Record of MCA Brand document which serves as official notification of approval by MCC.

MCA entities' requests for logo approval must be made via a web form on MCC's public website at <http://www.mcc.gov/logoapproval>. All questions on the web form must be answered and a high-resolution electronic file of the logo must be uploaded before MCC will consider a logo for approval.

MCA entities may not request exemptions from the logo requirements.

Creating a Visual Brand

A *visual brand* is the compilation of a logo, a brand name, a tagline, and colors. Great logos use easily recognizable, less-intricate shapes and symbols to make them easily recognizable.

Branding and Marking Manual

Each MCA entity must create standards to document technical aspects of its logo, colors and other elements of its visual brand. MCA entities should use the *MCC Standards for Corporate Branding and Marking* as a model for establishing these standards. The MCA standards must be shared with contractors, donors and other agencies and must be followed whenever an MCA entity brands projects, sites and materials. *MCA entities should consult with MCA communications leads on all program marking, and the marking should align with MCA entities' communications strategies.*

MCA entities' branding and marking guidelines must include detailed instructions on how the MCA and MCA contractors will mark:

- ★ Signage (banners, plaques, construction signs, etc.)
- ★ Stationery (pens, calendars, paper, etc.)
- ★ Written and electronic media (reports, websites, newsletters, etc.)
- ★ Clothing (T-shirts, caps, pins, construction vests, hard hats, etc.)
- ★ Vehicles (passenger automobiles, construction equipment, etc.)
- ★ Computers and other office equipment

For a complete sample framework, visit <http://www.mcc.gov/branding>, then click on "Downloads & How To."

Once completed, MCA entities' Branding and Marking standards must be submitted to MCC's Department of Congressional and Public Affairs.

MCA Entity Names—the Brand Name

All MCA entities are named “Millennium Challenge Account—{Countryname}” where {Countryname} is the most commonly recognized name of the country by its citizens. This is known as the brand name. Use the accountable entity’s formal name, Millennium Challenge Account—{Countryname}, when first referenced. Thereafter, it may be referred to as “MCA—{Countryname}.”

“Millennium Challenge Account—{Countryname}” may be translated where appropriate, but shall be done so consistently. When translated, the entire phrase, “Millennium Challenge Account—{Countryname},” should be translated. If necessary, “Millennium Challenge Account—{Countryname}” may be re-arranged to ensure that it appears grammatically correct in the translation.

Tagline

The tagline is a “catch phrase” that embodies the purpose of an organization.

While not required, the MCA entity may choose to create a tagline. The tagline must never be displayed without displaying the MCA entity’s logo.

MCC’s tagline is “Reducing Poverty Through Growth.”

Color

MCA entities must adhere to the following best practices when creating their logos:

- ★ A maximum of three colors may be used; and
- ★ Logo colors must be meaningful and convey a positive impression to people when they see the logo.

When using the MCA logo in full color, the MCC logo and/or flag of the United States must also appear in full color. If MCA entities’ logos appear in black and white or in one color, the MCC logo or flag of the United States must appear in black and white or in one color.

Signature

A *signature* is the compilation of a logo and brand name to create a unified, consistent symbol used to represent an organization. MCC’s signature is given below as an example:


2011-017-0565-01

How to Mark Compact Projects

Materials

MCA entities' and MCC's logos and signatures must be placed on any material:

- ★ Purchased or paid for with funds disbursed pursuant to an MCC compact;
- ★ Promoting MCA entities' partnership with MCC; and
- ★ Visible to the media and/or significant number of compact country residents.
- ★ The location, size and frequency of placement of the logos and signatures must be placed prominently and sized proportionally to the material or object and be in accordance with these standards.

Projects with Commodities

Commodities or commodity packaging must be marked with the MCA entity's logo and the MCC logo. See "When MCA Entities Must Use MCC's Corporate Logo" on page 7 for more information.

Projects with Works

Both during construction and when completed, all works projects must be marked with signage that includes the MCA entity's logo and the MCC logo and signature. The MCA entity is responsible for ensuring that the project signage is prominent, easily visible from a distance and made of durable materials.

In addition to the project signage, a durable and visible plaque must be included at all works sites upon completion and the plaque must include the MCC logo and signature. This plaque must be made of sturdy, weather-resistant materials and remain on display after the compact closes. Whenever possible, the plaque should be placed in an area of high visibility to vehicular and pedestrian traffic.

Projects with Locales

Both during construction and when completed, projects that involve the construction of any structure must be marked with signage that includes the MCA entity's logo and the MCC logo and signature. The MCA entity is responsible for ensuring that the project signage is prominent, easily visible from a distance, and made of durable materials.

In addition to the project signage, a durable and visible plaque must be included at all projects with locales and the plaque must include the MCC logo and signature. This plaque must be made of sturdy, weather-resistant materials and remain on display after the compact closes. Whenever possible, the plaque should be placed in an area of high visibility to vehicular and pedestrian traffic.

Projects with Other U.S. Government Agencies

See “With U.S. Government Departments and Agencies” on page 12 for more information.

Projects with MCA Government

See “With Your Government” on page 12 for more information.

Responsibility for Marking Projects

- ★ MCA entities must include requirements consistent with these standards in their procurement scopes of work.
- ★ The MCA communications and sector leads are responsible for overseeing that marking is being implemented correctly and that contractors are following the MCA branding manual and guidelines.
- ★ The MCC Resident Country Missions shall ensure proper implementation of these guidelines in the field and provide periodic reports to MCC’s Department of Congressional and Public Affairs and Department of Compact Operations on the status of compliance with the guidelines.

Exemption Requests

MCA entities must strictly adhere to these standards. Any exemption requests require justification and must be made via web form at <http://www.mcc.gov/branding>.

Websites and Third-Party Websites

Required Disclaimer When Using MCC’s Logo

When using MCC’s corporate logo on an MCA entity website or when an MCA entity has an official presence on a third party website (e.g. Facebook, YouTube, Twitter, etc.), MCC requires the following disclaimer to appear in HTML text on every page containing its corporate logo:

This website was made possible through a grant given by the people of the United States to {insert your country’s name here} through the Millennium Challenge Corporation {link “Millennium Challenge Corporation” to <http://www.mcc.gov>} under the terms of a compact {link “compact” to the compact agreement} signed between the two countries. The information provided on this website is not official U.S. Government information and does not represent the views or positions of the U.S. Government or the Millennium Challenge Corporation.

When MCA Entities Must Use MCC’s Corporate Logo

In addition to the requirements otherwise specified in these standards, MCA entities must use the MCC corporate logo and signature together with their own logos on:

- ★ Commemorative signage;

- ★ Signage, markers or printed material created for or used during public events where the MCA entity, MCC and/or other U.S. government officials will participate. MCA entities must use MCC's corporate logo and signature on promotional materials and signage at all events where invited guests include:
 - * U.S. Government officials (e.g., the President or Vice President of the United States, the Secretary of State, Deputy Secretary of State, U.S. Ambassadors, Assistant Secretary of State, Deputy Assistant Secretary of State, etc.);
 - * Members of the U.S. Congress, their staffs and representatives;
 - * MCC senior management;
 - * MCC Board members; and
 - * Other international donors.

For purposes of this section, the MCC logo and the MCA entity's logo and signature must be the same size and appear side-by-side. The logos and signatures must be prominently displayed and easily visible and recognizable.

For additional information about using MCC's corporate logo, see "'Contact Information" on page 13.

Standards for Threshold Programs

MCC Threshold Program agreement implementers are required to:

- ★ Mark all Threshold Program projects (see “How to Mark Threshold Program Projects” on page 10 for more information);
- ★ Mark public communications and public documents; and
- ★ Use MCC’s corporate logo and signature on commemorative signage, for press or public affairs purposes or for any major events in the Threshold Program project (see “How to Mark Threshold Program Projects” on page 10 for more information).

All partners managing branding and marking of Millennium Challenge Corporation assistance must consistently communicate two key messages to public audiences in their countries:

- ★ MCC assistance is a partnership for poverty reduction with countries committed to improving the lives of its citizens; and
- ★ This is a grant made possible through the generosity of the people of the United States of America.

See “How to Mark Threshold Program Projects” on page 10 for details about the best way to use the MCC corporate logo and signature. *Special consideration should be given to this section when designing high-visibility markings, commemorative signage, marking for major press or public affairs purposes and any events related to milestones in the progress of poverty reduction projects.*

Logo Requirements

Threshold Program countries and implementers must use MCC’s corporate logo and signature as prescribed in the MCC Standards for Corporate Marking and Branding, a downloadable version of which is located on MCC’s branding website at <http://www.mcc.gov/branding>.

In addition to the MCC corporate logo and signature, Threshold Program countries and implementers may use:

- ★ The flag or national insignia of the country where the Threshold Program is being implemented; and/or
- ★ The seal, logo or signature of the U.S. federal department or agency serving as the implementing partner of the Threshold Program agreement (see “With U.S. Government Departments and Agencies” on page 12).

Threshold Program countries and implementers may not create unique logos representing the relationship and efforts created out of the Threshold Program agreement.

Creating a Visual Brand

Threshold Program countries and implementers may not create a unique visual brand representing the relationship and efforts created out of the Threshold Program agreement beyond the combination of the MCC corporate logo and signature, the flag or national insignia of the country where the program is being executed, and the seal, logo or signature of the U.S. federal department or agency serving as the implementing partner of the program.

Exemption Requests

Threshold Program countries and implementers should strictly adhere to these standards. Requests for exemptions from these standards should be made via e-mail to the person listed in the *Contact Information* section of this document. (“Contact Information” on page 13.)

How to Mark Threshold Program Projects

The MCC corporate logo, signature and flag or national insignia of the country where the Threshold Program is being executed, and the seal, logo or signature of the U.S. federal department or agency serving as the implementing partner of the Threshold Program agreement must be used and consistently placed on any material:

- * Purchased or paid for with funds disbursed pursuant to an MCC Threshold Program agreement;
- * Promoting a partnership with MCC, the U.S. government, or the implementing partner;
- * As part of any promotional or public event announcing key milestones in the Threshold Program; and
- * That is visible to a significant number of country residents and/or media.

These materials must be placed prominently and sized proportionally to the materials and other branding that may be present (see below).

Projects with Commodities

Commodities or commodity packaging should be marked with the MCC corporate logo and signature.

Projects with Works

Both during construction and when completed, works projects must be marked with signage that includes the MCC logo and signature. The signage must be placed prominently and sized proportionally to the project. When the project is completed, a plaque must be included at all sites and must include the MCC logo and signature. The plaque must be made of sturdy, weather-resistant materials and remain on display after the program closes. Whenever possible, the plaque should be placed in an area of high visibility to vehicular and pedestrian traffic.

Projects with Locales

Both during construction and when completed, projects that involve the construction of a structure must be marked with signage that includes the MCC logo and signature. The signage must be placed prominently and sized proportionally to the project. When the project is completed, a plaque must be included at the structure site and must include the MCC logo and signature. The plaque must be made of sturdy, weather-resistant materials and remain on display after the program closes. Whenever possible, the plaque should be placed in an area of high visibility to vehicular and pedestrian traffic.

Projects with Other U.S. Government Agencies

See “With U.S. Government Departments and Agencies” on page 12 for more information.

Projects with Your Government

See “With Your Government” on page 12 for more information.

Responsibility for Marking Projects

Threshold Program implementers must include requirements for signage creation and placement in procurements for projects. Threshold Program implementers shall ensure proper implementation of these guidelines in the field and provide periodic reports to MCC’s Department of Congressional and Public Affairs and Department of Policy and Evaluation on the status of compliance with the guidelines.

Marking with Others

With U.S. Government Departments and Agencies

Other United States government departments or agencies acting as implementing entities for a Millennium Challenge Corporation compact or Threshold Program may display their seal, logo or signature on any material purchased or paid for with compact or Threshold Program funds.

All seals, logos or signatures shall be the same size, though MCC reserves the right to have dominant placement of its logo or of an MCA entity's logo.

With Your Government

Partner government agencies acting as implementing entities for an MCC compact or Threshold Program may display their seal, logo or signature on any material purchased or paid for with compact or Threshold Program funds.

With Contractors

Contractors (including NGOs serving as contractors) may not include their logo, brand mark, signature, or company name or provide any other representation of their company on any material purchased or paid for with funds disbursed pursuant to a MCC compact or Threshold Program.

Contact Information

Clearance and Approval Process

In most instances, clearance for branded items is at the discretion of the MCA entity's chief executive or at the discretion of the implementer of a Threshold Program. Address all branding related questions to:

Brett A. Bearce
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Reducing Poverty Through Growth



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